

PROMTPRESS PUBLIC REPORT

Channel audit

Where's my passport?



@passporttraveling

Travel without pretension. Where to go, what to see, and where to find a toilet in an emergency. Tips, hacks, and real travel stories — no templates, no boring...

SUBSCRIBERS

123 587

-3213 per month

ERR (% SEE POSTS)

42.0%

per day **22.2%**

REACH/POST

55.7K

ad reach **27.5K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 123 587 —	 SUBSCRIBER REACH 45.07% avg % subs see a post	 VIEWS/POST 55.7K median 60.1K · 29 days	 POSTS/WEEK 6.5 for the period
 7D TREND -0.0% vs previous week	 REACTIONS/POST 564.7 total 15,812 reactions, 5,743 reposts, 0 comments	 POST LENGTH 984 chars median 1000 · 29 days	 POSTS ANALYZED 28 29 days
 AD REACH 27.5K 24h avg	 CHURN / MONTH -3213 last month	 CITATION RATE 7 citation index · 121 channels mentioned it ever	 CHANNEL AGE 3 years 4 months created 09.02.2023

AI EDITOR SUMMARY

Channel «Where's my passport?» — 123 587 subs. Each post averages 55.7K people (45% from subs), wide reach for a channel this size. Posts 6 posts per week (~1/day) — rare. Week Jun 15–21 reach stable (-0.0% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 28 posts in 29 days.
- 02 Dominant format — Photo (20/28 posts).
- 03 Avg post length — 984 chars (median 1000).
- 04 Audience peak activity — Thursday, 17:00 MSK.
- 05 Top posts get ×1 more views than the weakest (62.2K avg top vs 58K worst) — among 28 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 14:11 PHOTO Historic moment at Thai Airways: for the first time, a commercial flight crew includes a female pilot! On June 1, the national...	VIEWS 62 556 REP. 125	REACTIONS 659 ER 50.6%
Nº2 03.06 · 13:38 PHOTO Good news for travelers: free drinking water will appear at Turkish airports! Free water stations are being installed at local airports...	VIEWS 62 102 REP. 373	REACTIONS 620 ER 50.2%
Nº3 09.06 · 12:26 VIDEO Okunoshima — rabbit island in Japan: where fluffy residents greet visitors at the shore Imagine a place where instead of seagulls and palm trees you...	VIEWS 61 998 REP. 360	REACTIONS 564 ER 50.2%

Nº4

02.06 · 15:40

PHOTO

New Vietnam entry rules: digital arrival cards now on Phu Quoc too! Since June 1, Phu Quoc airport introduced digital cards...

VIEWS

61 799

REACTIONS

611

REP.

52

ER

50.0%

Nº5

23.06 · 06:37

VIDEO

Fans in Turkey held an unusual World Cup screening – in a 2000-year-old ancient theater! In Kaş, something truly magical happened...

VIEWS

61 621

REACTIONS

459

REP.

164

ER

49.9%

WORST 3

↓ 07.06 · 11:18 PHOTO South Korea beckons: why more Russians choose the land of morning freshness South Korea is becoming increasingly popular among...	VIEWS 58 220 REACTIONS 655 REP. 252 ER 47.1%
↓ 31.05 · 09:07 VIDEO Uber Drift in Tokyo: adrenaline now bookable in app! Uber launched a unique service in Tokyo – Uber Drift. Now instead of...	VIEWS 57 887 REACTIONS 628 REP. 188 ER 46.8%
↓ 30.05 · 07:31 PHOTO World's best burgers: Time Out's top 14 – and they're inspiring! Want to know where to find burgers that literally...	VIEWS 57 854 REACTIONS 664 REP. 296 ER 46.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

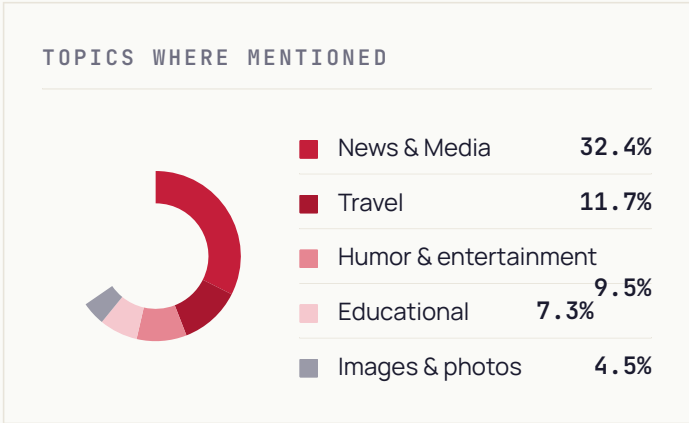
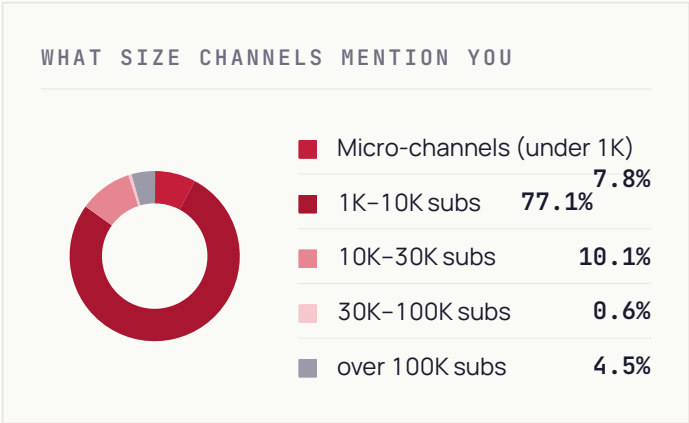
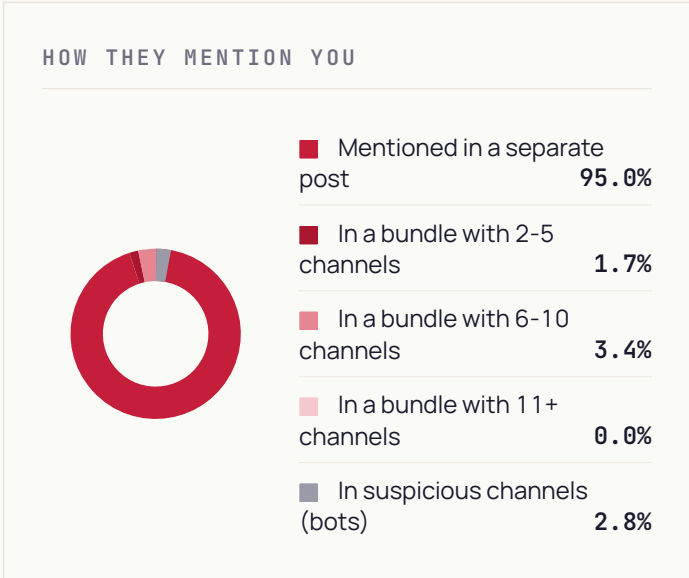
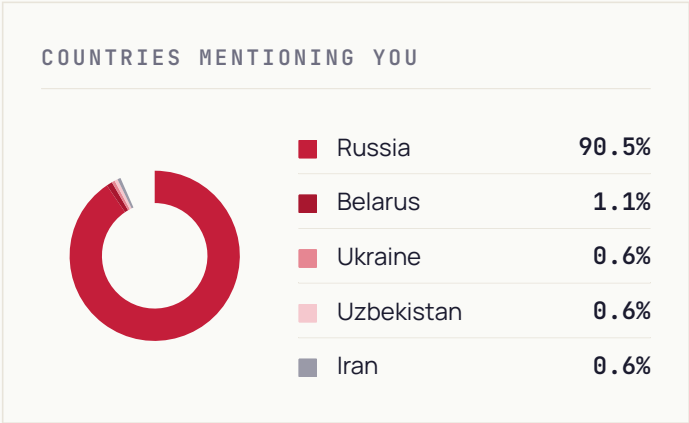
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

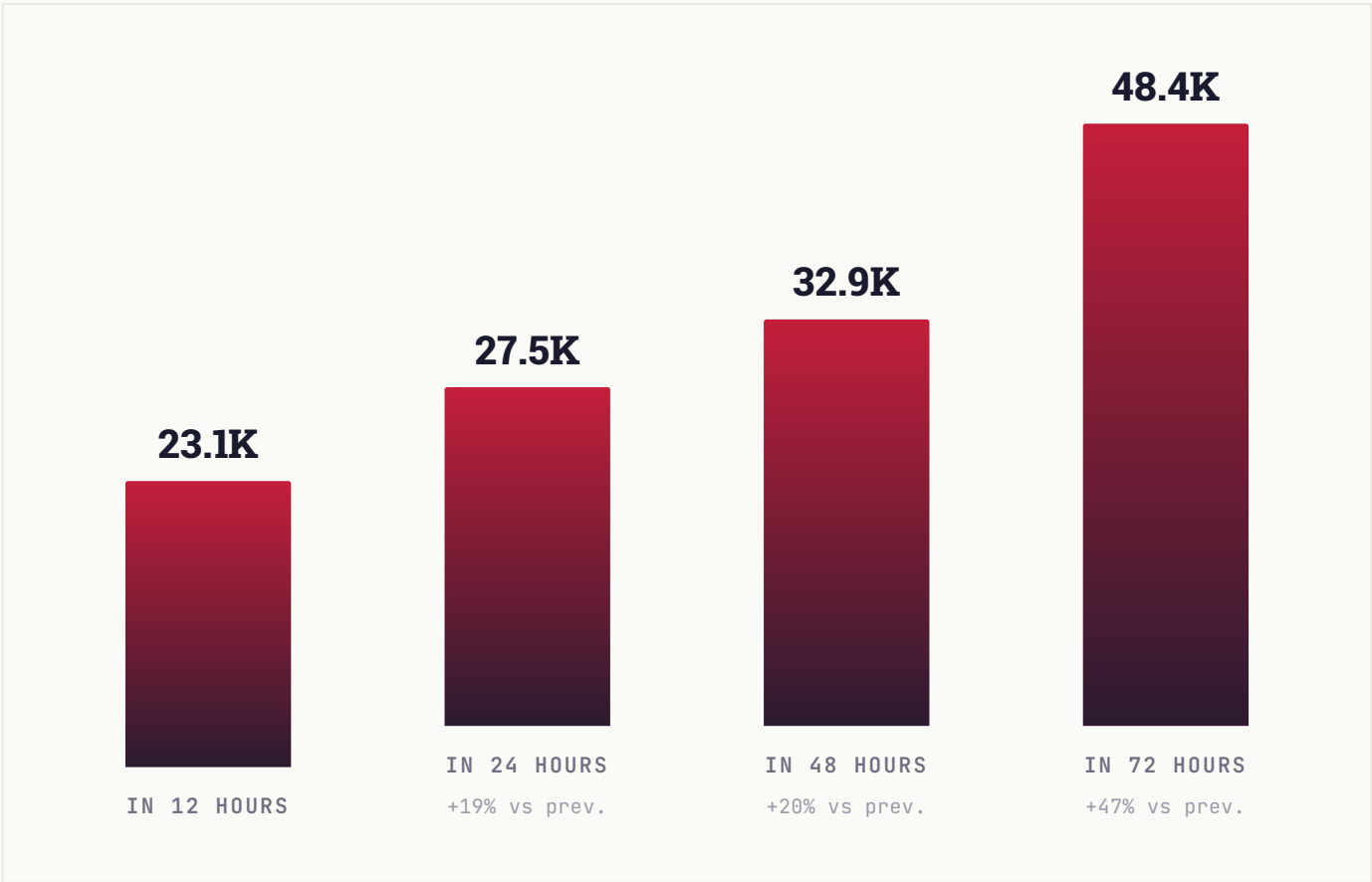
Citation index 7 – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **121** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - where to go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
MO Moscow girl	508.6K
TU Tutu	504.9K
JP Yandex Travel	501.7K
Sun Discount train	433.4K
OT Ozon Travel	407K
GM Where's my passport? YOU	123.6K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#69 of 97). Niche median — 159.5K subs. First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions **126**, they brought **1 410** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	41	36	1 272	
November 2025	85	69	138	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
126	6	1 410

SECTION 08 · NICHE COMPARISON

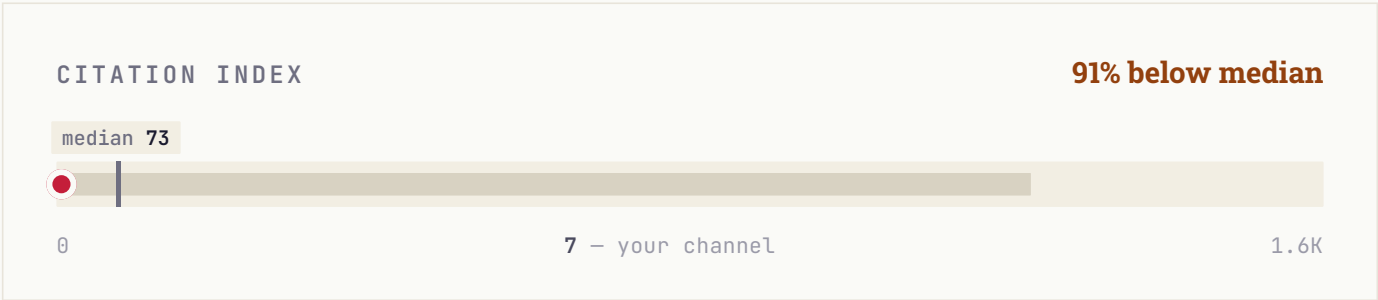
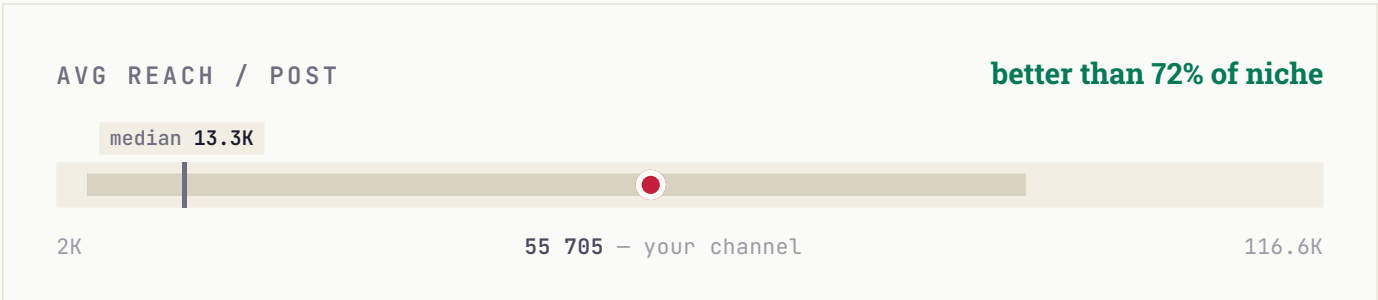
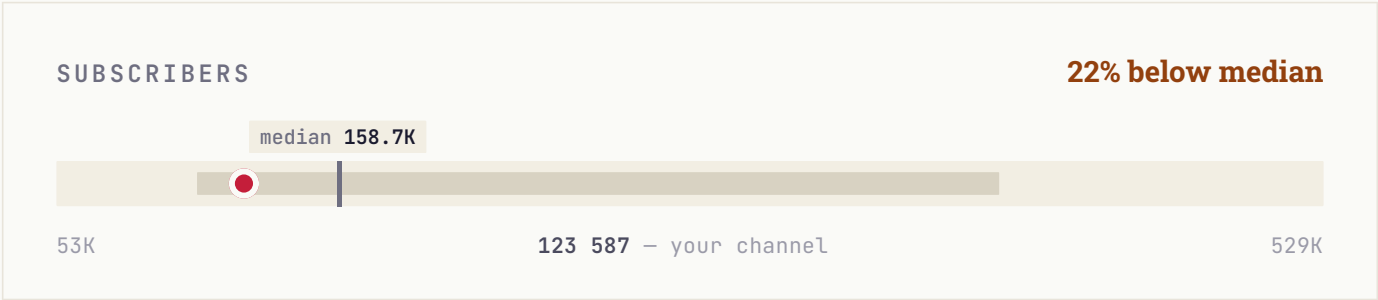
Where the channel stands in its league

Took top-100 channels in category "Travel» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#69/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Thursday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best time for
important
posts****02**

Systematic traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs****03**

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth point.

EFFECT

+5-15% ER**04**

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05**

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes using public data.
To go further — run ads with us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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